



Youth Matters

Rochester-Monroe County Youth Bureau



Issue 5 111 Westfall Road, Room 814, Rochester NY, 14620 Ph. 585-753-6455 www.monroecounty.gov

April 2006



Greetings from Karla Boyce

Certainly spring is in the air! The Youth Bureau staff was very busy these past few months with trainings, workshops, numerous meetings and conferences. I think we are all looking forward to some of our outdoor activities such as our first

gathering at the Seneca Park Zoo to thank our Youth Service providers, Youth Board members and friends for their support. In addition, for the past two years, the Youth Bureau staff has been active participants in the YSQC annual youth services day. This year's event is still in the planning phase but it always is a huge success. It does not seem possible that I have been in my position at the Youth Bureau for two years. I am pleasantly surprised just recently by my staff with a delicious cake to mark my anniversary.

We have made some great strides over the past year with many of our partnerships in serving youth. In particular, the Youth As Resources program is making a very positive impact on our youth and adult board members. Their efforts and presence in the communities are making a great impact. I recently heard of the impact that was made in a mini grant that was funded focusing on the lead issue in the city of Rochester. I am pleased to have Keisha French join us as the YAR coordinator in the interim before she leaves us to attend medical school. She has been accepted with open arms by our youth and adult board members. She knows the program very well as she herself was once a participant.

We have had some changes with regards to our Positive Youth Development grant. This grant is now being managed in partnership with Community Place of Greater Rochester. Together we interviewed and hired our new Community Connector, Nate Brown who resides in the Sector 8 Community where our efforts are focused. *Continued on page 3*

Positive Youth Development Ad Campaign

The Community Asset Partner Network (CAPN) and Youth Services Quality Council (YSQC) are collaborating with Jay Advertising and the Ad Council of Rochester to create a positive youth development community-wide ad campaign. The campaign planning began when the CAPN and YSQC received a community-wide impact grant through the Ad Council of Rochester. The Ad Council provided the link to Jay Advertising who is providing many hours of campaign development time pro-bono. The campaign goal is to increase the number of positive adult interactions in the lives of youth throughout the community. A county-wide survey reflects that only 34% of youth in our county believe the community values them and only 52% of youth believe people in their neighborhood care about them.

A countywide phone survey of 800 adults explored adults' beliefs on the importance of positive adult interaction in the lives of youth. Overwhelmingly, 96% of adults said it is important to engage positively with youth and believe it can make a difference in the lives of youth. Yet belief and personal behavior were found not to be connected. More than half the respondents said they do not engage in positive interactions with youth and 83% were not intending to. Focus groups were also held with senior citizens, youth workers, young

Cont'd on Page 2

INSIDE THIS ISSUE

1	Greetings from Karla Boyce, Executive Director
	Positive Youth Development Ad Council Campaign
2	Youth As Resources Mini-Grant Cycle Begins
	PYD Ad Council Continued
3	Upcoming Events
	One Valiant Effort for Thousands of Smiling Faces
	Greetings Continued
4	One Valiant Effort Continued
	Annual Youth Leadership Forum



Names given on page 3



Building Assets Through Positive Youth Development for All Youth





Youth As Resources Members with Senator Errigo at the Legislative Breakfast in Albany, NY.

Youth As Resources Mini-Grant Summer Cycle Begins

By Keisha French

In 1982, the Rochester-Monroe County Youth Bureau and the United Way of Greater Rochester recognized the need to actively involve youth in the planning, designing and evaluation of youth services in Monroe County. Youth As Resources (YAR) was later adopted and implemented as the core program in late summer, 2004, to accomplish youth civic engagement and increase youth-adult partnerships. YAR is a youth-run community based grant writing program. The board trains, facilitates, and evaluates all submitted grant proposals. The youth board members range from ages 13-21 and have diverse backgrounds that reflect varied socioeconomic status, live in city, suburb and/or rural areas, have experience in community service projects, and/or are new in the area of volunteerism. The adult board members also come from an array of different backgrounds that include school teachers, parents, community development representatives, businessmen and-women, community members, and others. The objective of YAR is to operate as a resource for youth voice and empowerment throughout the community. The actions of our youth today will set the tempo and serve as a template for future generations. With YAR as their catalyst, our young adults will be better prepared to serve our community as efficient leaders, mentors, and providers. If you are a youth or adult interested in joining YAR, please download our application from the Monroe County website www.monroecounty.gov. We look forward to new members and active partnerships.

The first funding cycle for the 2005-2006 school year is coming to an end. The board funded six projects totaling approximately \$3,000. The projects served approximately 2,000 youth and were planned by 300 youth and adult volunteers.

PYD Ad Council Campaign continued from page 1

adults, and youth (ages 12-21) regarding the phone survey findings. When youth were asked in their focus group what makes a difference in their lives, the majority answered with simple actions involving conversation, encouragement, and support. Many adults do not realize the positive impact they can have and why it is important. Many also believe it would take a great deal of time. The campaign will begin by focusing on the simple, quick things adults in our community can begin to do to positively interact with all youth. A web-site will also be made available to give more information and 2-1-1 will answer call questions. So give a youth in your life 60 seconds and have a chat; support youth in our community.

The Ad Council Campaign is expected to launch this summer.■



We are currently preparing for our second grant for the 2006 summer cycle. These applications have been distributed via mail and e-mail and are due May 5, 2006 by 5:00 pm at 111 Westfall Road, Suite 814, Rochester, NY 14620. Any questions or concerns regarding the application process should be directed to the YAR Coordinator, Keisha French, who can be contacted at 753-6456 or

kfrench@monroecounty.gov. The application is also available as a PDF File online at www.monroecounty.gov at the bottom left hand corner under the Youth Bureau-Youth As Resources link.

The board is experiencing an overwhelming response for the second grant cycle which we highly anticipate awarding a total of \$12,000 to various community based programs. Everyone is encouraged to apply for a \$1,000 grant. To ensure the highest probability of funding, please keep in mind that all projects must be youth-run, youth-planned, and youth-implemented. Our annual Kick-Off celebration will take place on June 3, 2006, to welcome new and past recipients to the funding cycle. At this time, previous grant recipients will give a two minute presentation about their project and experiences. At the end of the event, one youth will be awarded the Malik Evans Outstanding Community Service Award. All nominations will be previously viewed and selected by the board.■

Upcoming Events

**Willie W. Lightfoot Youth Advocate of the Year Award for adults, and Young Citizen of the Year Awards for the following age levels: youth age 16 - 21, 13 - 15, and 12 and under. A "Call for Nominations" was mailed out in February, 2006 to all residents, school districts, elected officials, and neighborhood associations/groups, seeking nominations of individuals who advocate for youth in their community or school. The deadline to receive nominations was extended to April 3, 2006, and 71 nominations have been received. The Rochester-Monroe County Youth Board will review all nominations in April and May and recommend their finalists to the Monroe County Legislature. An awards ceremony is being planned in June 2006 for award recipients.*

**Youth As Resources Summer Cycle Application is due Friday, May 5, 2006. For more information contact Keisha Woods at 753-6456.*

**Community Value Passes are being offered for Ringling Bros. and Barnum & Bailey Circus for the Wednesday May 10th and Thursday May 11th shows. Please contact Mrs. Roni Gianvecchio at 753-6455.*

**Youth As Resources Celebration and Malik Evans Outstanding Community Service Award on June 2nd at the Danforth Community Center. For more information contact Keisha Woods at 753-6456.*



Boo follows sunny after she wanders through the door to the monster world. (Picture courtesy of Disney on Ice)

One Valiant Effort, for Thousands of Smiling Faces

The Rochester-Monroe County Youth Bureau partnered, once again, with Feld Entertainment to provide community organizations the opportunity to see state of the art performances. This year Feld Entertainment brought us Monsters Inc., Disney on Ice; shows were Wednesday, January 18th to Sunday, January 22nd.

The presentation of Monsters Inc. was a magnificent spectacle made possible through the hard work of many Blue Cross Arena Employees and Disney on Ice Professionals. The show came in like a parade with over a dozen, white tractor-trailer trucks lining the Court Street Bridge. Out of these trucks came the magic and wonderment of Sully, Mike, and their new sidekick Boo, as well as a multitude of sunny colored doors that lead to new worlds and maybe even new friends.

Continued on page 4.

Greetings from Karla Boyce, Exec.Dir. cont. from page 1

Plans are underway to continue the community asset mapping that began in the fall of last year. These efforts will be done in partnership with youth. Youth will be trained in what asset mapping is and will assist in the development of a survey questionnaire to aid in discovering the assets in their community.

I am thrilled to announce that in a partnership with the Monroe County Parks Department and the Seneca Park Zoo Society we will be able to offer FREE zoo passes again this year to those youth who would not normally be able to afford the admission fee. As in the past, please submit your request in writing and we will fill your requests as quickly as possible. Please include in your request the population that you serve and how many you desire.

We are also able to offer discounted passes to the Barnum and Bailey Circus which comes to town in May. Similar to the discount passes that we offered to the Disney on Ice the discount passes can be exchanged for a charge of \$5.00 dollars to a show that would normally cost upwards of 15.00. We are grateful to our friends at Feld Entertainment for their generosity to the community. I am enjoying my time here very much and am always pleased with the efforts of so many that work in the best interest of all of Monroe County's Youth.



Photo: Page 1 Nate Brown and Karla Boyce with Rochester Youth at the Youth Leadership Forum in Albany, NY. Photos above: Rod Jones and Anthony Jordan at the Ad Council Breakfast. Stephanie J. Simeon gives youth in Sector 8 Asset Mapping training at Community Place of Greater Rochester. 145 Parsells Ave.

All of this energy and excitement brought awe to thousands of youth's faces in the Rochester Area, in part thanks to Feld Entertainments generosity. This year Feld Entertainment and the Rochester-Monroe County Youth Bureau partnered again to provide underprivileged youth the opportunity of a lifetime - to see Disney on Ice. This allowed many who would not normally be able to attend, the chance to be a part of the magic and enchantment of Monsters Inc. for a mere \$5.25. Prospects such as these do not come without the hard work of many, in particular, Roni Gianvecchio of the Rochester-Monroe County Youth Bureau. If you called for tickets you were greeted with the sweet incantations of Mrs. Gianvecchio about where and how one could receive tickets. She went to great lengths to insure that over 723 passes were distributed, enabling over 2,500 participants to attend the show.

The Rochester-Monroe County Youth Bureau looks forward to creating and maintaining collaborations in order to provide Monroe County youth with a life enriched in arts and culture. Also here at the Youth Bureau we recognize the efforts of a whole community to raise a child. And even more importantly the valiant effort of one to see the happy face of another!

Rochester-Monroe County Youth Bureau Staff:

Karla F. Boyce	Kathy Rivera
Joan Bickweat	Marie Siracuse
Christina Dandino	Roseann Smith
Keisha French	John Wadsworth
Roni Gianvecchio	
Christine Lennon (AmeriCorps)	

Rochester-Monroe County Youth Board Members:

Hussain Ahmed	Greg McDonald
David Albright	Kathryn Piacentino
Mazi Bakari	April Purdie
Margaret Burns	Fred Rion
Joanne Coast	George Romell
Kathy Cole	Elaine Spaul, Ph.D.
Bobbi Drew	Jeff Adair, Ex-Officio
Cortney Harris	City Council
Joan Hildebrand	
Paula Howk	



Written and Edited by Christine Lennon (exceptions noted).



Annual Youth Leadership Forum and Legislative Breakfast

On February 13th and 14th this year the Association of New York State Youth Bureaus held their annual Legislative Breakfast. The entire conference was held in Albany, NY where youth and adults gathered from across the state to develop and promote youth development strategies and approaches that are coordinated across agency systems. They also lobby and thank their local legislators for financial and educational support

There were lots of trainings and teambuilding exercises on the Monday with both youth and adults. One youth said that the teambuilding exercises helped to build trust and to utilize the dynamics within the group to work together. There was also a debate for youth; everyone was assigned different pros and cons on a given subject. It was then his/her responsibility to discuss these ideas using the techniques taught earlier. Some of the topics debated were the legalization of marijuana and the right of one employee to fire a fellow employee for smoking a cigarette.

On Tuesday, there was a legislative breakfast where senate and assembly members, as well as their staff, met to mingle and converse with youth on their idea of youth development. One youth, Kathryn Baron, had the opportunity to discuss one of the cooking mini-grant proposals to the Youth As Resources boards with Senator Alesi. She was surprised to hear that he was interested in attending some of their grant writing workshops because he has a cooking show. She was intrigued by the reactions and interests of adult leaders.

The same day Ms. Karla Boyce and Ms. Chris Dandino attended the NYS Youth Development Team met to promote ideas and partnerships to support building healthy, capable, and caring youth. The key presentation was on "Youth Development: Building on a Sound Foundation," by Alfonso Wyatt, Vice President of the Fund for the City of New York. Mr. Wyatt discussed how youth development acts as a supportive structure to build youth programming in a variety of content areas. Drawing from his varied experiences from direct services to advocacy and program design, he offered examples, insights, and strategies for youth development implementation. Particular focus was given to specialized constituencies such as business, schools, and faith-based organizations. A general update in Youth Development was given, including: Youth Development State and Federal Perspectives by Sally Herrick, ACT for Youth and the Department of Health Center for Excellence, A Positive Youth Development Conference on May 23 at the Desmond Hotel, the Search Institute Conference 2007 meeting in Rochester, New York Children's Action Network by Bridget Walsh and Diane Mastin, and NYS Developmental Disabilities Planning Council by Jane Muthumbi.

Overall, the forum and meeting were a success and the ideas will help to build a stronger foundation for Positive Youth Development.

Photo At Left: PYD Ad Council Breakfast March 17, 2006